

# **MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle**

**Monthly Report  
October 2016**

*Prepared by the*

**Santa Barbara Metropolitan Transit District**



**November 29, 2016**

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## **MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle October 2016 Monthly Report**

The City of Santa Barbara provides funding to the Santa Barbara Metropolitan Transit District (MTD) to assist in supporting MTD's Downtown-Waterfront Shuttle service. This report, prepared pursuant to Agreement No. 24,534, provides the City with data regarding this service.

### **DOWNTOWN-WATERFRONT SHUTTLE**

The City provides a fare-buydown subsidy to MTD for the Downtown-Waterfront Shuttle for clean and quiet 22-ft. electric shuttle service to meet downtown Santa Barbara traffic-reduction goals. The Downtown service operates along State Street between Sola Street and Cabrillo Boulevard, and the Waterfront service operates along Cabrillo Boulevard between the harbor (West Beach) and the zoo (East Beach). The one-way fare is \$0.50, with a \$0.25 fare for seniors, Medicare card holders, and persons with disabilities. Transfers between the State Street and Waterfront routes are free.

Table 1 presents the ridership of the Downtown-Waterfront Shuttle for October 2016, as well as fiscal year (FY) 2017 year-to-date ridership. (The MTD fiscal year runs from July 1 through June 30.) The table also presents ridership for the corresponding periods of the previous fiscal year, as well as the percent change in ridership over the previous year. October 2016 had 21 weekday service days and 10 weekend service days, and October 2015 had 22 weekday service days and 9 weekend service days.

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in October 2016 and FY 2017 revenue hours year-to-date, along with corresponding data from the previous fiscal year for comparison. The table also presents ridership per revenue hour for each route for the current month and the corresponding month of the previous fiscal year.

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle increased from 30,956 passengers in October 2015 to 32,684 in October 2016. Ridership increased on both State Street and the Waterfront.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle decreased from 1,266 hours in October 2015 to 1,125 hours in October 2016. Average riders per revenue hour increased from 24.5 in October 2015 to 29.1 in October 2016. Estimated fare revenue increased from \$11,744.25 in October 2015 to \$11,992.00 in October 2016. The percentage of passengers who paid the \$0.25

half-fare increased from 28.5 percent in October 2015 to 32.8 percent in October 2016.

**TABLE 1**  
**MTD Routes Assisted by Santa Barbara - Ridership**

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2017 Oct 2016	FY 2016 Oct 2015	FY 2017 Jul-Oct	FY 2016 Jul-Oct	Current Month	FY Total
<b>Downtown-Waterfront Shuttle Ridership (Total)</b>						
Line 30 - State Street	26,833	25,281	128,355	126,462	6.1%	1.5%
Line 31 - East Beach	4,250	2,790	20,548	19,653	52.3%	4.6%
Line 32 - West Beach	1,601	2,885	8,430	11,582	-44.5%	-27.2%
<i>Downtown-Waterfront Total</i>	<i>32,684</i>	<i>30,956</i>	<i>157,333</i>	<i>157,697</i>	<i>5.6%</i>	<i>-0.2%</i>

Source: Santa Barbara Metropolitan Transit District.

**TABLE 2**  
**MTD Routes Assisted by Santa Barbara - Revenue Hours**

Line	Current Month		Fiscal Year To Date		Riders per Hour	
	FY 2017 Oct 2016	FY 2016 Oct 2015	FY 2017 Jul-Oct	FY 2016 Jul-Oct	FY 2017 Oct 2016	FY 2016 Oct 2015
<b>Downtown-Waterfront Shuttle Revenue Hours (Total)</b>						
Line 30 - State Street	864	975	4,310	4,499	31.1	25.9
Line 31 - East Beach	178	175	1,066	1,056	23.9	15.9
Line 32 - West Beach	83	116	479	517	19.3	24.9
<i>Downtown-Waterfront Total</i>	<i>1,125</i>	<i>1,266</i>	<i>5,855</i>	<i>6,072</i>	<i>29.1</i>	<i>24.5</i>

Source: Santa Barbara Metropolitan Transit District.

It is likely that the multiple construction projects underway on lower State Street and Cabrillo Boulevard have depressed ridership on the Downtown-Waterfront Shuttle. MTD will continue to monitor ridership trends.

### Ten-Year Trend

Tables 3A, 3B, and 3C present ten-year Downtown-Waterfront Shuttle trends in ridership, revenue hours, and passengers per revenue hour, respectively. The tables show that, prior to the fare increase of July 1, 2012 (i.e., FY 2013), annual ridership in the ten-year period varied from approximately 525,000 to 544,000 passengers. Ridership following the fare increase has been substantially lower than this prior trend. Figure 1 is a chart showing total passengers, total revenue hours, and average passengers per revenue hour for each month of the previous fiscal year and the current fiscal year to date.

The primary market for the Downtown-Waterfront Shuttle differs from that for a typical public transportation service. In general terms, the primary market for this shuttle service is tourists and local residents who are shopping, dining, sightseeing, or enjoying other recreational activities downtown and on the waterfront. Thus, shuttle ridership is heavily dependent on the convenience of the service and on the number of persons spending leisure time in these areas.



The time required to complete a trip on the Downtown-Waterfront Shuttle has increased over time as traffic congestion has worsened. A round trip on the State Street portion of the service (i.e., from the Dolphin Fountain to Sola Street and back to the Dolphin Fountain), for example, formerly required from 30 to 35 minutes, depending on the season and the time of day. Now, a round trip requires up to 45 minutes at peak times. Because MTD operates the same number of vehicles and approximately the same number of revenue hours annually, the number of trips provided during a typical day has decreased due to the increase in congestion and in the time required for each trip. Thus, over the ten-year period, the travel time has increased and the frequency of service has decreased.

#### Marketing & Public Information

- Passenger information cards are distributed at many locations along the route, including lodging establishments and the Visitors' Center. During the summer, the Downtown Organization hands out the cards as part of their "Downtown Hosts" program.
- The shuttle route is featured in all Santa Barbara Car Free collateral. Flyers are available on Amtrak Pacific Surfliner trains.
- The Downtown-Waterfront Shuttle and the Crosstown Shuttle are featured on the map in the "Explore" section of Santa Barbara Seasons magazine.
- The City Waterfront Department's "Illustrated Map of the Santa Barbara Waterfront" features the Downtown-Waterfront Shuttle.
- Partnership website links are provided by Visit Santa Barbara (formerly the Santa Barbara Conference & Visitors Bureau and Film Commission), Santa Barbara Car Free, and the Downtown Organization.
- The Downtown-Waterfront Shuttle route is featured in the "Downtown Map & Guide" produced by the Downtown Organization.
- MTD is an active member of Visit Santa Barbara, the Santa Barbara Downtown Organization, and the Santa Barbara Region Chamber of Commerce, and works with these organizations to publicize the shuttle.
- All Downtown-Waterfront Shuttle vehicles display City of Santa Barbara seals.

**TABLE 3A: Downtown-Waterfront Shuttle Ridership**

Month	Fiscal Year										
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Jul.	73,310	75,727	77,887	78,777	75,620	77,684	62,441	57,628	54,658	46,463	47,849
Aug.	66,978	70,257	82,138	71,549	72,370	68,232	55,143	53,889	51,828	44,916	43,125
Sep.	47,491	45,967	46,286	48,034	46,939	45,034	39,882	35,605	33,348	35,362	33,675
Oct.	36,864	39,422	41,480	37,068	37,584	40,471	33,699	32,628	32,026	30,956	32,684
Nov.	32,350	33,210	33,044	32,677	31,884	28,978	23,931	23,282	23,349	24,314	
Dec.	30,473	30,298	28,375	28,586	27,415	31,745	21,863	24,204	20,141	19,878	
Jan.	30,698	28,370	33,527	32,152	34,229	35,236	23,269	27,947	24,576	22,215	
Feb.	30,898	30,575	27,233	31,372	28,823	34,481	23,595	23,527	21,101	25,264	
Mar.	35,999	41,274	34,380	39,381	32,626	36,286	27,764	30,739	25,645	27,752	
Apr.	37,436	38,653	40,821	39,387	41,618	41,360	30,484	36,492	28,970	31,156	
May	43,587	43,347	44,631	44,166	44,456	45,742	35,186	33,276	25,015	27,610	
Jun.	59,194	63,083	54,150	56,535	52,381	56,181	46,670	42,037	32,865	35,296	
Total	525,278	540,183	543,952	539,684	525,945	541,430	423,927	421,254	373,522	371,182	

**TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours**

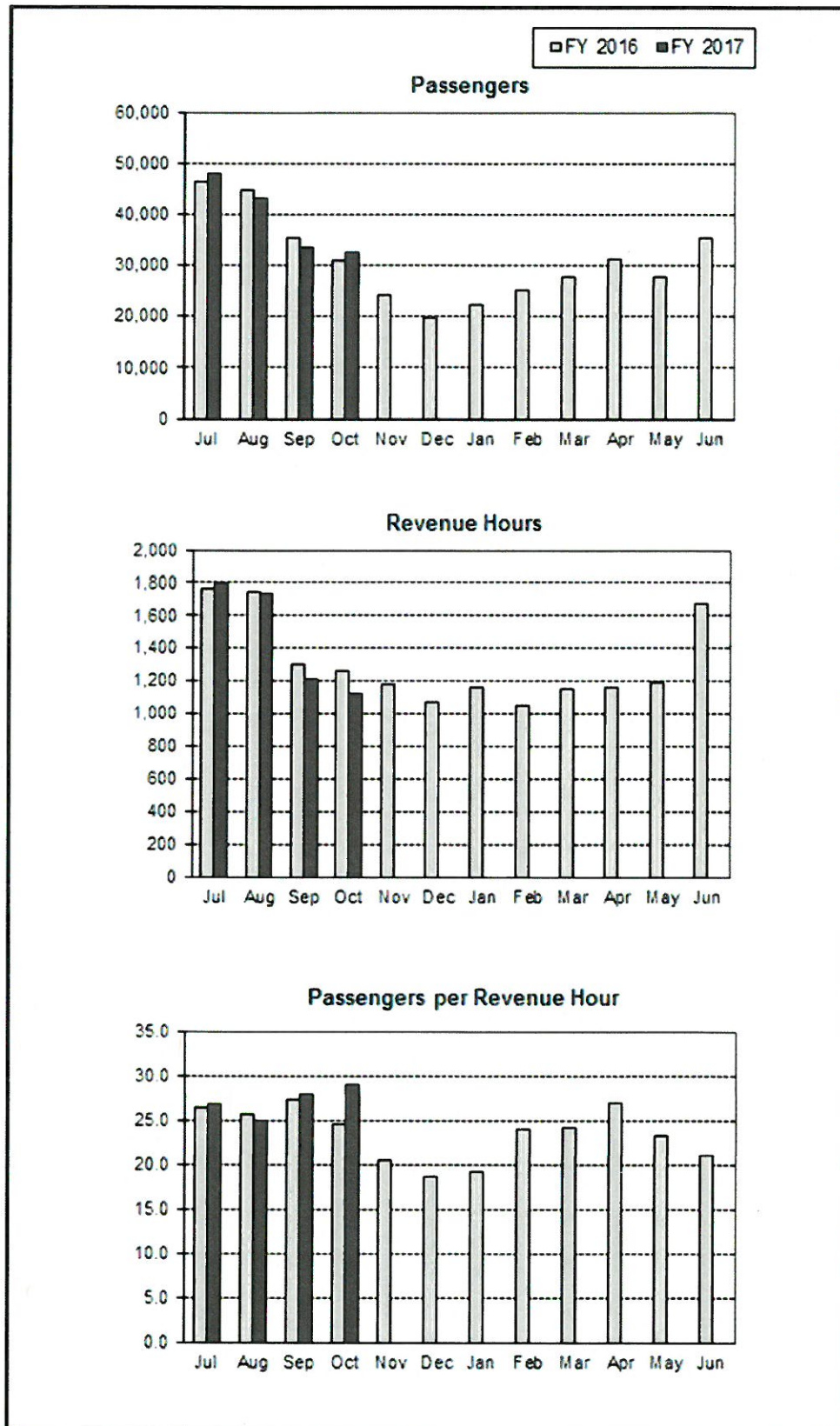
Month	Fiscal Year										
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Jul.	1,586	1,682	1,785	1,791	1,830	1,836	1,724	1,743	1,729	1,762	1,794
Aug.	1,615	1,673	1,806	1,765	1,773	1,766	1,717	1,743	1,759	1,747	1,729
Sep.	1,173	1,192	1,086	1,237	1,188	1,182	1,149	1,121	1,106	1,298	1,208
Oct.	1,114	1,122	1,093	1,114	1,100	1,116	1,087	1,133	1,131	1,266	1,125
Nov.	1,042	1,070	1,072	1,064	1,043	1,043	1,040	1,069	1,086	1,184	
Dec.	1,067	1,105	1,076	1,081	1,088	1,046	1,100	1,086	1,072	1,073	
Jan.	1,119	1,128	1,135	1,155	1,115	1,119	1,103	1,126	1,127	1,159	
Feb.	1,011	1,043	1,013	1,013	993	1,029	996	1,000	1,010	1,050	
Mar.	1,113	1,121	1,109	1,101	1,074	1,089	1,103	1,173	1,111	1,151	
Apr.	1,079	1,062	1,065	1,063	1,058	1,047	1,129	1,214	1,132	1,158	
May	1,234	1,297	1,342	1,235	1,218	1,215	1,382	1,331	1,323	1,192	
Jun.	1,685	1,705	1,715	1,707	1,710	1,678	1,842	1,694	1,673	1,676	
Total	14,838	15,200	15,297	15,326	15,190	15,166	15,372	15,433	15,259	15,716	

**TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour**

Month	Fiscal Year										
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Jul.	46.2	45.0	43.6	44.0	41.3	42.3	36.2	33.1	31.6	26.4	26.7
Aug.	41.5	42.0	45.5	40.5	40.8	38.6	32.1	30.9	29.5	25.7	24.9
Sep.	40.5	38.6	42.6	38.8	39.5	38.1	34.7	31.8	30.2	27.2	27.9
Oct.	33.1	35.1	38.0	33.3	34.2	36.3	31.0	28.8	28.3	24.5	29.1
Nov.	31.0	31.0	30.8	30.7	30.6	27.8	23.0	21.8	21.5	20.5	
Dec.	28.6	27.4	26.4	26.4	25.2	30.3	19.9	22.3	18.8	18.5	
Jan.	27.4	25.2	29.5	27.8	30.7	31.5	21.1	24.8	21.8	19.2	
Feb.	30.6	29.3	26.9	31.0	29.0	33.5	23.7	23.5	20.9	24.1	
Mar.	32.3	36.8	31.0	35.8	30.4	33.3	25.2	26.2	23.1	24.1	
Apr.	34.7	36.4	38.3	37.1	39.3	39.5	27.0	30.1	25.6	26.9	
May	35.3	33.4	33.3	35.8	36.5	37.6	25.5	25.0	18.9	23.2	
Jun.	35.1	37.0	31.6	33.1	30.6	33.5	25.3	24.8	19.6	21.1	
Avg.	35.4	35.5	35.6	35.2	34.6	35.7	27.6	27.3	24.5	23.6	

Source: Santa Barbara Metropolitan Transit District.

**FIGURE 1**  
**FY 2016 & FY 2017 Downtown-Waterfront Shuttle by Month**



# **MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle**

**Monthly Report  
November 2016**

*Prepared by the*

**Santa Barbara Metropolitan Transit District**



December 19, 2016

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Table 1 presents the ridership of the Downtown-Waterfront Shuttle for November 2016, as well as fiscal year (FY) 2017 year-to-date ridership. (The MTD fiscal year runs from July 1 through June 30.) The table also presents ridership for the corresponding periods of the previous fiscal year, as well as the percent change in ridership over the previous year. November 2016 had 19 weekday service days and 10 weekend service days, and November 2015 had 18 weekday service days and 11 weekend service days (MTD does not operate on Thanksgiving Day).

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in November 2016 and FY 2017 revenue hours year-to-date, along with corresponding data from the previous fiscal year for comparison. The table also presents ridership per revenue hour for each route for the current month and the corresponding month of the previous fiscal year.

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle decreased from 24,314 passengers in November 2015 to 23,033 in November 2016. Ridership increased on State Street and decreased on the Waterfront.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle decreased from 1,184 hours in November 2015 to 1,044 hours in November 2016. Average riders per revenue hour increased from 20.5 in November 2015 to 22.1 in November 2016. Estimated fare revenue decreased from \$9,174.00 in November 2015 to \$8,622.00 in November 2016. The percentage of passengers who paid the



\$0.25 half-fare increased from 25.6 percent in November 2015 to 26.4 percent in November 2016.

**TABLE 1**  
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Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2017 Nov 2016	FY 2016 Nov 2015	FY 2017 Jul-Nov	FY 2016 Jul-Nov	Current Month	FY Total
<b>Downtown-Waterfront Shuttle Ridership (Total)</b>						
Line 30 - State Street	19,631	19,365	147,986	145,827	1.4%	1.5%
Line 31 - East Beach	2,300	2,576	22,848	22,229	-10.7%	2.8%
Line 32 - West Beach	1,102	2,373	9,532	13,955	-53.6%	-31.7%
<i>Downtown-Waterfront Total</i>	<i>23,033</i>	<i>24,314</i>	<i>180,366</i>	<i>182,011</i>	<i>-5.3%</i>	<i>-0.9%</i>

Source: Santa Barbara Metropolitan Transit District.

**TABLE 2**  
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Line	Current Month		Fiscal Year To Date		Riders per Hour	
	FY 2017 Nov 2016	FY 2016 Nov 2015	FY 2017 Jul-Nov	FY 2016 Jul-Nov	FY 2017 Nov 2016	FY 2016 Nov 2015
<b>Downtown-Waterfront Shuttle Revenue Hours (Total)</b>						
Line 30 - State Street	808	902	5,118	5,401	24.3	21.5
Line 31 - East Beach	159	158	1,225	1,214	14.5	16.3
Line 32 - West Beach	77	124	557	641	14.3	19.1
<i>Downtown-Waterfront Total</i>	<i>1,044</i>	<i>1,184</i>	<i>6,900</i>	<i>7,256</i>	<i>22.1</i>	<i>20.5</i>

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### Ten-Year Trend

Tables 3A, 3B, and 3C present ten-year Downtown-Waterfront Shuttle trends in ridership, revenue hours, and passengers per revenue hour, respectively. The tables show that, prior to the fare increase of July 1, 2012 (i.e., FY 2013), annual ridership in the ten-year period varied from approximately 525,000 to 544,000 passengers. Ridership following the fare increase has been substantially lower than this prior trend. Figure 1 is a chart showing total passengers, total revenue hours, and average passengers per revenue hour for each month of the previous fiscal year and the current fiscal year to date.

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The time required to complete a trip on the Downtown-Waterfront Shuttle has increased over time as traffic congestion has worsened. A round trip on the State Street portion of the service (i.e., from the Dolphin Fountain to Sola Street and back to the Dolphin Fountain), for example, formerly required from 30 to 35 minutes, depending on the season and the time of day. Now, a round trip requires up to 45 minutes at peak times. Because MTD operates the same number of vehicles and approximately the same number of revenue hours annually, the number of trips provided during a typical day has decreased due to the increase in congestion and in the time required for each trip. Thus, over the ten-year period, the travel time has increased and the frequency of service has decreased.

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- All Downtown-Waterfront Shuttle vehicles display City of Santa Barbara seals.



**TABLE 3A: Downtown-Waterfront Shuttle Ridership**

Month	Fiscal Year										
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Jul.	73,310	75,727	77,887	78,777	75,620	77,684	62,441	57,628	54,658	46,463	47,849
Aug.	66,978	70,257	82,138	71,549	72,370	68,232	55,143	53,889	51,828	44,916	43,125
Sep.	47,491	45,967	46,286	48,034	46,939	45,034	39,882	35,605	33,348	35,362	33,675
Oct.	36,864	39,422	41,480	37,068	37,584	40,471	33,699	32,628	32,026	30,956	32,684
Nov.	32,350	33,210	33,044	32,677	31,884	28,978	23,931	23,282	23,349	24,314	23,033
Dec.	30,473	30,298	28,375	28,586	27,415	31,745	21,863	24,204	20,141	19,878	
Jan.	30,698	28,370	33,527	32,152	34,229	35,236	23,269	27,947	24,576	22,215	
Feb.	30,898	30,575	27,233	31,372	28,823	34,481	23,595	23,527	21,101	25,264	
Mar.	35,999	41,274	34,380	39,381	32,626	36,286	27,764	30,739	25,645	27,752	
Apr.	37,436	38,653	40,821	39,387	41,618	41,360	30,484	36,492	28,970	31,156	
May	43,587	43,347	44,631	44,166	44,456	45,742	35,186	33,276	25,015	27,610	
Jun.	59,194	63,083	54,150	56,535	52,381	56,181	46,670	42,037	32,865	35,296	
Total	525,278	540,183	543,952	539,684	525,945	541,430	423,927	421,254	373,522	371,182	

**TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours**

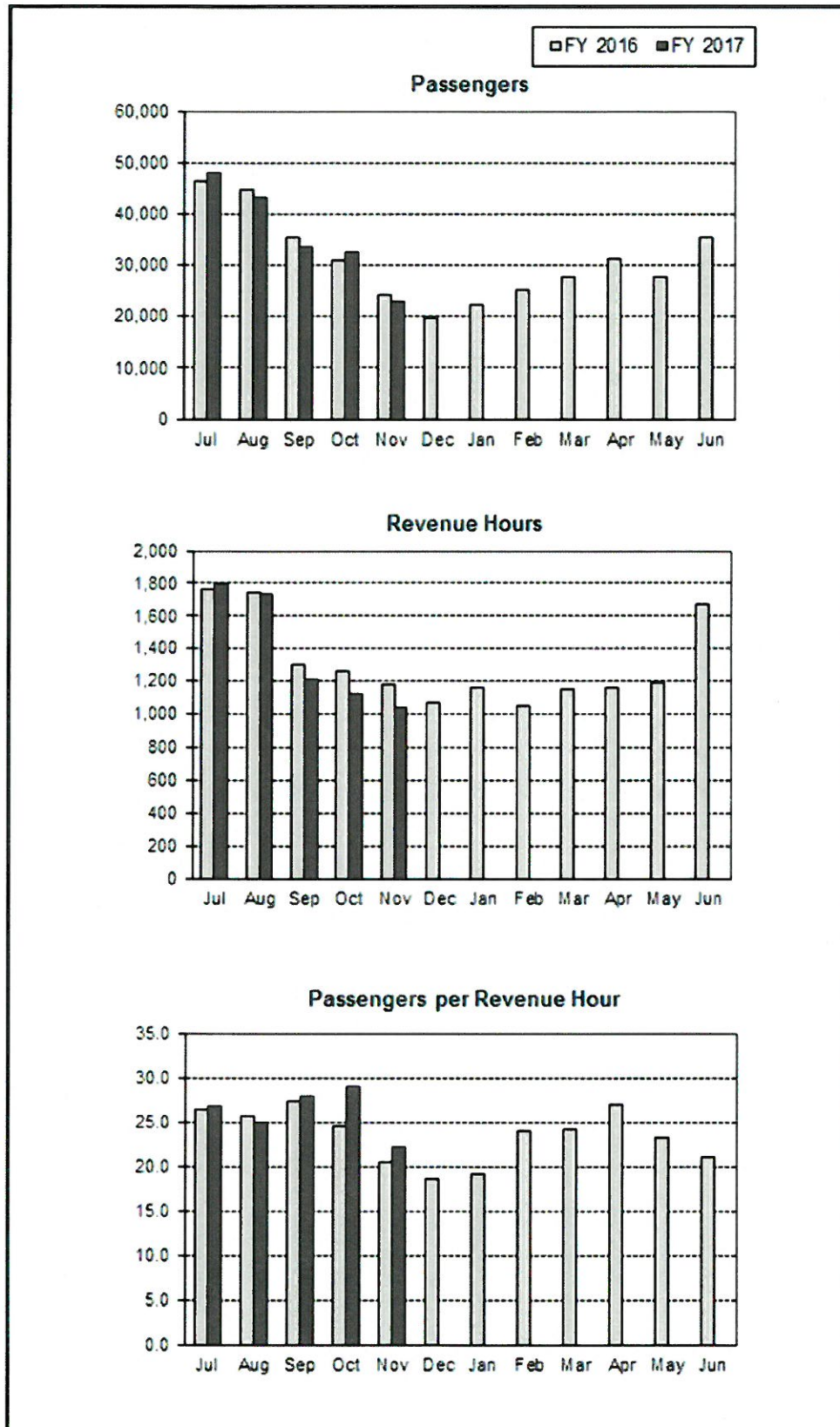
Month	Fiscal Year										
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Jul.	1,586	1,682	1,785	1,791	1,830	1,836	1,724	1,743	1,729	1,762	1,794
Aug.	1,615	1,673	1,806	1,765	1,773	1,766	1,717	1,743	1,759	1,747	1,729
Sep.	1,173	1,192	1,086	1,237	1,188	1,182	1,149	1,121	1,106	1,298	1,208
Oct.	1,114	1,122	1,093	1,114	1,100	1,116	1,087	1,133	1,131	1,266	1,125
Nov.	1,042	1,070	1,072	1,064	1,043	1,043	1,040	1,069	1,086	1,184	1,044
Dec.	1,067	1,105	1,076	1,081	1,088	1,046	1,100	1,086	1,072	1,073	
Jan.	1,119	1,128	1,135	1,155	1,115	1,119	1,103	1,126	1,127	1,159	
Feb.	1,011	1,043	1,013	1,013	993	1,029	996	1,000	1,010	1,050	
Mar.	1,113	1,121	1,109	1,101	1,074	1,089	1,103	1,173	1,111	1,151	
Apr.	1,079	1,062	1,065	1,063	1,058	1,047	1,129	1,214	1,132	1,158	
May	1,234	1,297	1,342	1,235	1,218	1,215	1,382	1,331	1,323	1,192	
Jun.	1,685	1,705	1,715	1,707	1,710	1,678	1,842	1,694	1,673	1,676	
Total	14,838	15,200	15,297	15,326	15,190	15,166	15,372	15,433	15,259	15,716	

**TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour**

Month	Fiscal Year										
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Jul.	46.2	45.0	43.6	44.0	41.3	42.3	36.2	33.1	31.6	26.4	26.7
Aug.	41.5	42.0	45.5	40.5	40.8	38.6	32.1	30.9	29.5	25.7	24.9
Sep.	40.5	38.6	42.6	38.8	39.5	38.1	34.7	31.8	30.2	27.2	27.9
Oct.	33.1	35.1	38.0	33.3	34.2	36.3	31.0	28.8	28.3	24.5	29.1
Nov.	31.0	31.0	30.8	30.7	30.6	27.8	23.0	21.8	21.5	20.5	22.1
Dec.	28.6	27.4	26.4	26.4	25.2	30.3	19.9	22.3	18.8	18.5	
Jan.	27.4	25.2	29.5	27.8	30.7	31.5	21.1	24.8	21.8	19.2	
Feb.	30.6	29.3	26.9	31.0	29.0	33.5	23.7	23.5	20.9	24.1	
Mar.	32.3	36.8	31.0	35.8	30.4	33.3	25.2	26.2	23.1	24.1	
Apr.	34.7	36.4	38.3	37.1	39.3	39.5	27.0	30.1	25.6	26.9	
May	35.3	33.4	33.3	35.8	36.5	37.6	25.5	25.0	18.9	23.2	
Jun.	35.1	37.0	31.6	33.1	30.6	33.5	25.3	24.8	19.6	21.1	
Avg.	35.4	35.5	35.6	35.2	34.6	35.7	27.6	27.3	24.5	23.6	

Source: Santa Barbara Metropolitan Transit District.

**FIGURE 1**  
**FY 2016 & FY 2017 Downtown-Waterfront Shuttle by Month**



# **MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle**

**Monthly Report  
December 2016**

*Prepared by the*

**Santa Barbara Metropolitan Transit District**



February 16, 2017

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## **MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle December 2016 Monthly Report**

The City of Santa Barbara provides funding to the Santa Barbara Metropolitan Transit District (MTD) to assist in supporting MTD's Downtown-Waterfront Shuttle service. This report, prepared pursuant to Agreement No. 24,534, provides the City with data regarding this service.

### **DOWNTOWN-WATERFRONT SHUTTLE**

The City provides a fare-buydown subsidy to MTD for the Downtown-Waterfront Shuttle for clean and quiet 22-ft. electric shuttle service to meet downtown Santa Barbara traffic-reduction and economic development goals. The Downtown service operates along State Street between Sola Street and Cabrillo Boulevard, and the Waterfront service operates along Cabrillo Boulevard between the harbor (West Beach) and the zoo (East Beach). The one-way fare is \$0.50, with a \$0.25 fare for seniors, Medicare card holders, and persons with disabilities. Transfers between the State Street and Waterfront routes are free.

Table 1 presents the ridership of the Downtown-Waterfront Shuttle for December 2016, as well as fiscal year (FY) 2017 year-to-date ridership. (The MTD fiscal year runs from July 1 through June 30.) The table also presents ridership for the corresponding periods of the previous fiscal year, as well as the percent change in ridership over the previous year. December 2016 had 21 weekday service days and 9 weekend service days, and December 2015 had 20 weekday service days and 10 weekend service days (MTD does not operate on Christmas Day).

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in December 2016 and FY 2017 revenue hours year-to-date, along with corresponding data from the previous fiscal year for comparison. The table also presents ridership per revenue hour for each route for the current month and the corresponding month of the previous fiscal year.

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle decreased from 19,878 passengers in December 2015 to 18,022 in December 2016. Ridership decreased on State Street and on the Waterfront.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle decreased slightly, from 1,073 hours in December 2015 to 1,059 hours in December 2016. Average riders per revenue hour decreased from 18.5 in December 2015 to 17.0 in December 2016. Estimated fare revenue decreased from \$7,454.25 in December 2015 to \$6,820.25 in December 2016. The

percentage of passengers who paid the \$0.25 half-fare increased from 22.7 percent in December 2015 to 25.5 percent in December 2016.

**TABLE 1**  
**MTD Routes Assisted by Santa Barbara - Ridership**

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2017 Dec 2016	FY 2016 Dec 2015	FY 2017 Jul-Dec	FY 2016 Jul-Dec	Current Month	FY Total
<b>Downtown-Waterfront Shuttle Ridership (Total)</b>						
Line 30 - State Street	15,762	16,696	163,748	162,523	-5.6%	0.8%
Line 31 - East Beach	1,451	1,989	24,299	24,218	-27.0%	0.3%
Line 32 - West Beach	809	1,193	10,341	15,148	-32.2%	-31.7%
<i>Downtown-Waterfront Total</i>	<i>18,022</i>	<i>19,878</i>	<i>198,388</i>	<i>201,889</i>	<i>-9.3%</i>	<i>-1.7%</i>

Source: Santa Barbara Metropolitan Transit District.

**TABLE 2**  
**MTD Routes Assisted by Santa Barbara - Revenue Hours**

Line	Current Month		Fiscal Year To Date		Riders per Hour	
	FY 2017 Dec 2016	FY 2016 Dec 2015	FY 2017 Jul-Dec	FY 2016 Jul-Dec	FY 2017 Dec 2016	FY 2016 Dec 2015
<b>Downtown-Waterfront Shuttle Revenue Hours (Total)</b>						
Line 30 - State Street	815	830	5,933	6,231	19.3	20.1
Line 31 - East Beach	164	163	1,389	1,377	8.8	12.2
Line 32 - West Beach	80	80	637	721	10.1	14.9
<i>Downtown-Waterfront Total</i>	<i>1,059</i>	<i>1,073</i>	<i>7,959</i>	<i>8,329</i>	<i>17.0</i>	<i>18.5</i>

Source: Santa Barbara Metropolitan Transit District.

It is likely that the multiple construction projects underway on lower State Street and Cabrillo Boulevard have depressed ridership on the Downtown-Waterfront Shuttle. MTD will continue to monitor ridership trends.

### Ten-Year Trend

Tables 3A, 3B, and 3C present ten-year Downtown-Waterfront Shuttle trends in ridership, revenue hours, and passengers per revenue hour, respectively. In the ten-year period prior to the fare increase of July 1, 2012 (i.e., FY 2013), annual ridership varied from approximately 525,000 to 544,000 passengers. Ridership following the fare increase has been substantially lower than this prior trend. Figure 1 is a chart showing total passengers, total revenue hours, and average passengers per revenue hour for each month of the previous fiscal year and the current fiscal year to date.

The primary market for the Downtown-Waterfront Shuttle differs from that for a typical public transportation service. In general terms, the primary market for this shuttle service is tourists and local residents who are shopping, dining, sightseeing, or enjoying other recreational activities downtown and on the waterfront. Thus, shuttle ridership is heavily dependent on the convenience of the service and on the number of persons spending leisure time in these areas.



The time required to complete a trip on the Downtown-Waterfront Shuttle has increased over time as traffic congestion has worsened. A round trip on the State Street portion of the service (i.e., from the Dolphin Fountain to Sola Street and back to the Dolphin Fountain), for example, formerly required from 30 to 35 minutes, depending on the season and the time of day. Now, a round trip requires up to 45 minutes at peak times. Because MTD operates the same number of vehicles and approximately the same number of revenue hours annually, the number of trips provided during a typical day has decreased due to the increase in congestion and in the time required for each trip. Thus, over the ten-year period, the travel time has increased and the frequency of service has decreased.

#### Marketing & Public Information

- Passenger information cards are distributed at many locations along the route, including lodging establishments and the Visitors' Center. During the summer, Downtown Santa Barbara hands out the cards as part of their "Downtown Hosts" program.
- The shuttle route is featured in all Santa Barbara Car Free collateral. Flyers are available on Amtrak Pacific Surfliner trains.
- The Downtown-Waterfront Shuttle is featured on the map in the "Explore" section of Santa Barbara Seasons magazine.
- The City Waterfront Department's "Illustrated Map of the Santa Barbara Waterfront" features the Downtown-Waterfront Shuttle.
- MTD maintains active social media accounts on Facebook, Instagram, and Twitter, often featuring the Downtown-Waterfront Shuttle and the locations it serves.
- Partnership website links are provided by Visit Santa Barbara, Santa Barbara Car Free, and Downtown Santa Barbara.
- The Downtown-Waterfront Shuttle route is featured in the "Downtown Map & Guide" produced by Downtown Santa Barbara.
- MTD is an active member of Visit Santa Barbara, Downtown Santa Barbara, and the Santa Barbara Region Chamber of Commerce, and works with these organizations to publicize the shuttle.
- All Downtown-Waterfront Shuttle vehicles display City of Santa Barbara seals.

**TABLE 3A: Downtown-Waterfront Shuttle Ridership**

Month	Fiscal Year										
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Jul.	73,310	75,727	77,887	78,777	75,620	77,684	62,441	57,628	54,658	46,463	47,849
Aug.	66,978	70,257	82,138	71,549	72,370	68,232	55,143	53,889	51,828	44,916	43,125
Sep.	47,491	45,967	46,286	48,034	46,939	45,034	39,882	35,605	33,348	35,362	33,675
Oct.	36,864	39,422	41,480	37,068	37,584	40,471	33,699	32,628	32,026	30,956	32,684
Nov.	32,350	33,210	33,044	32,677	31,884	28,978	23,931	23,282	23,349	24,314	23,033
Dec.	30,473	30,298	28,375	28,586	27,415	31,745	21,863	24,204	20,141	19,878	18,022
Jan.	30,698	28,370	33,527	32,152	34,229	35,236	23,269	27,947	24,576	22,215	
Feb.	30,898	30,575	27,233	31,372	28,823	34,481	23,595	23,527	21,101	25,264	
Mar.	35,999	41,274	34,380	39,381	32,626	36,286	27,764	30,739	25,645	27,752	
Apr.	37,436	38,653	40,821	39,387	41,618	41,360	30,484	36,492	28,970	31,156	
May	43,587	43,347	44,631	44,166	44,456	45,742	35,186	33,276	25,015	27,610	
Jun.	59,194	63,083	54,150	56,535	52,381	56,181	46,670	42,037	32,865	35,296	
Total	525,278	540,183	543,952	539,684	525,945	541,430	423,927	421,254	373,522	371,182	

**TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours**

Month	Fiscal Year										
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Jul.	1,586	1,682	1,785	1,791	1,830	1,836	1,724	1,743	1,729	1,762	1,794
Aug.	1,615	1,673	1,806	1,765	1,773	1,766	1,717	1,743	1,759	1,747	1,729
Sep.	1,173	1,192	1,086	1,237	1,188	1,182	1,149	1,121	1,106	1,298	1,208
Oct.	1,114	1,122	1,093	1,114	1,100	1,116	1,087	1,133	1,131	1,266	1,125
Nov.	1,042	1,070	1,072	1,064	1,043	1,043	1,040	1,069	1,086	1,184	1,044
Dec.	1,067	1,105	1,076	1,081	1,088	1,046	1,100	1,086	1,072	1,073	1,059
Jan.	1,119	1,128	1,135	1,155	1,115	1,119	1,103	1,126	1,127	1,159	
Feb.	1,011	1,043	1,013	1,013	993	1,029	996	1,000	1,010	1,050	
Mar.	1,113	1,121	1,109	1,101	1,074	1,089	1,103	1,173	1,111	1,151	
Apr.	1,079	1,062	1,065	1,063	1,058	1,047	1,129	1,214	1,132	1,158	
May	1,234	1,297	1,342	1,235	1,218	1,215	1,382	1,331	1,323	1,192	
Jun.	1,685	1,705	1,715	1,707	1,710	1,678	1,842	1,694	1,673	1,676	
Total	14,838	15,200	15,297	15,326	15,190	15,166	15,372	15,433	15,259	15,716	

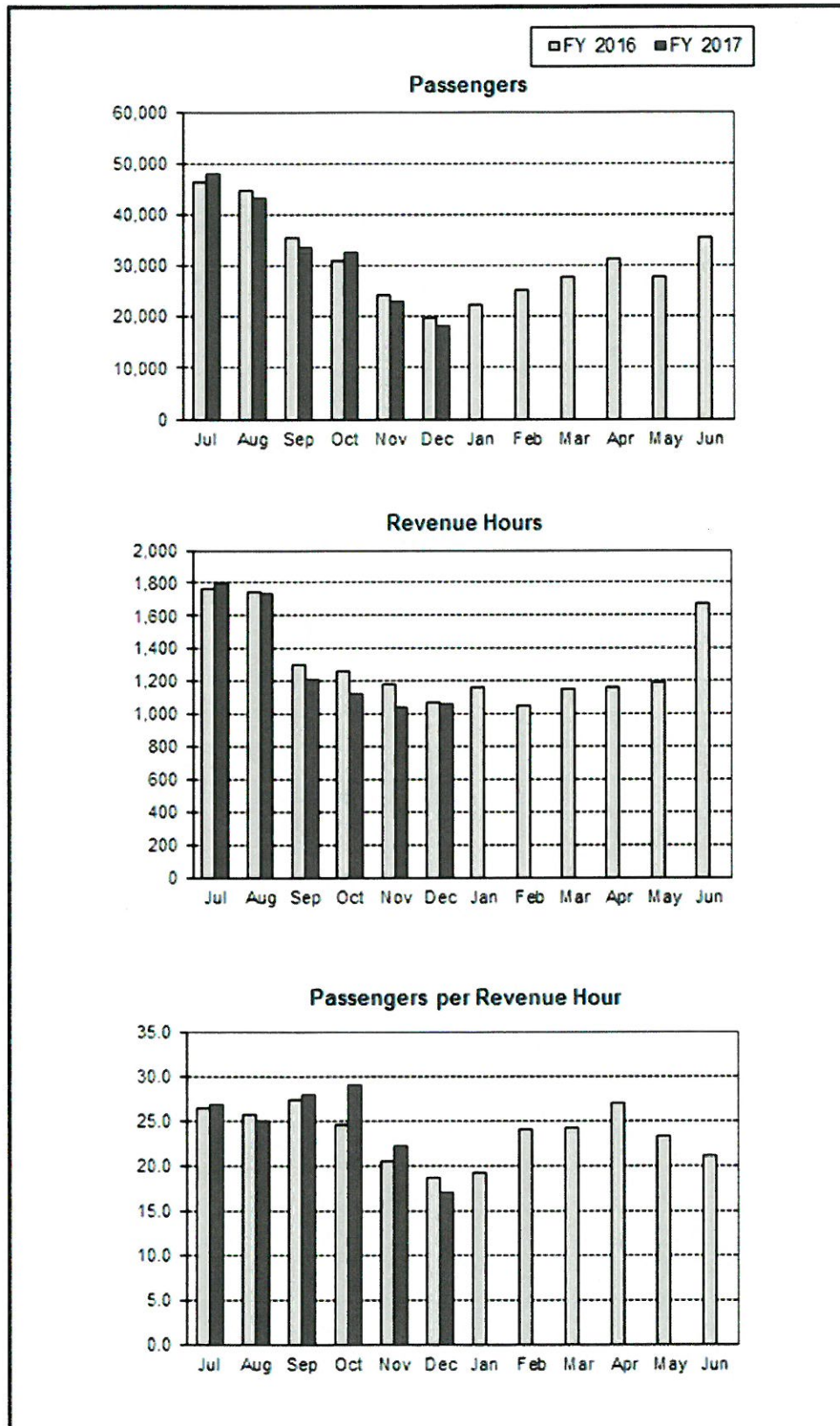
**TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour**

Month	Fiscal Year										
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Jul.	46.2	45.0	43.6	44.0	41.3	42.3	36.2	33.1	31.6	26.4	26.7
Aug.	41.5	42.0	45.5	40.5	40.8	38.6	32.1	30.9	29.5	25.7	24.9
Sep.	40.5	38.6	42.6	38.8	39.5	38.1	34.7	31.8	30.2	27.2	27.9
Oct.	33.1	35.1	38.0	33.3	34.2	36.3	31.0	28.8	28.3	24.5	29.1
Nov.	31.0	31.0	30.8	30.7	30.6	27.8	23.0	21.8	21.5	20.5	22.1
Dec.	28.6	27.4	26.4	26.4	25.2	30.3	19.9	22.3	18.8	18.5	17.0
Jan.	27.4	25.2	29.5	27.8	30.7	31.5	21.1	24.8	21.8	19.2	
Feb.	30.6	29.3	26.9	31.0	29.0	33.5	23.7	23.5	20.9	24.1	
Mar.	32.3	36.8	31.0	35.8	30.4	33.3	25.2	26.2	23.1	24.1	
Apr.	34.7	36.4	38.3	37.1	39.3	39.5	27.0	30.1	25.6	26.9	
May	35.3	33.4	33.3	35.8	36.5	37.6	25.5	25.0	18.9	23.2	
Jun.	35.1	37.0	31.6	33.1	30.6	33.5	25.3	24.8	19.6	21.1	
Avg.	35.4	35.5	35.6	35.2	34.6	35.7	27.6	27.3	24.5	23.6	

Source: Santa Barbara Metropolitan Transit District.



**FIGURE 1**  
**FY 2016 & FY 2017 Downtown-Waterfront Shuttle by Month**



# **MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle**

**Monthly Report  
January 2017**

*Prepared by the*

**Santa Barbara Metropolitan Transit District**



**February 16, 2017**

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## **MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle January 2017 Monthly Report**

The City of Santa Barbara provides funding to the Santa Barbara Metropolitan Transit District (MTD) to assist in supporting MTD's Downtown-Waterfront Shuttle service. This report, prepared pursuant to Agreement No. 24,534, provides the City with data regarding this service.

### **DOWNTOWN-WATERFRONT SHUTTLE**

The City provides a fare-buydown subsidy to MTD for the Downtown-Waterfront Shuttle for clean and quiet 22-ft. electric shuttle service to meet downtown Santa Barbara traffic-reduction and economic development goals. The Downtown service operates along State Street between Sola Street and Cabrillo Boulevard, and the Waterfront service operates along Cabrillo Boulevard between the harbor (West Beach) and the zoo (East Beach). The one-way fare is \$0.50, with a \$0.25 fare for seniors, Medicare card holders, and persons with disabilities. Transfers between the State Street and Waterfront routes are free.

Table 1 presents the ridership of the Downtown-Waterfront Shuttle for January 2017, as well as fiscal year (FY) 2017 year-to-date ridership. (The MTD fiscal year runs from July 1 through June 30.) The table also presents ridership for the corresponding periods of the previous fiscal year, as well as the percent change in ridership over the previous year. January 2017 had 20 weekday service days and 11 weekend service days, and January 2016 had 19 weekday service days and 12 weekend service days.

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in January 2017 and FY 2017 revenue hours year-to-date, along with corresponding data from the previous fiscal year for comparison. The table also presents ridership per revenue hour for each route for the current month and the corresponding month of the previous fiscal year.

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle decreased from 22,215 passengers in January 2016 to 18,934 in January 2017. Ridership decreased on State Street and on the Waterfront.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle also decreased, from 1,159 hours in January 2016 to 1,120 hours in January 2017. Average riders per revenue hour decreased from 19.2 in January 2016 to 16.9 in January 2017. Estimated fare revenue decreased from \$8,581.75 in January 2016 to \$7,219.00 in January 2017. The percentage of passengers who paid the \$0.25

half-fare increased from 22.6 percent in January 2016 to 25.9 percent in January 2017.

**TABLE 1**  
**MTD Routes Assisted by Santa Barbara - Ridership**

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2017 Jan 2017	FY 2016 Jan 2016	FY 2017 Jul-Jan	FY 2016 Jul-Jan	Current Month	FY Total
<b>Downtown-Waterfront Shuttle Ridership (Total)</b>						
Line 30 - State Street	16,173	18,339	179,921	180,862	-11.8%	-0.5%
Line 31 - East Beach	1,887	2,346	26,186	26,564	-19.6%	-1.4%
Line 32 - West Beach	874	1,530	11,215	16,678	-42.9%	-32.8%
<i>Downtown-Waterfront Total</i>	<i>18,934</i>	<i>22,215</i>	<i>217,322</i>	<i>224,104</i>	<i>-14.8%</i>	<i>-3.0%</i>

Source: Santa Barbara Metropolitan Transit District.

**TABLE 2**  
**MTD Routes Assisted by Santa Barbara - Revenue Hours**

Line	Current Month		Fiscal Year To Date		Riders per Hour	
	FY 2017 Jan 2017	FY 2016 Jan 2016	FY 2017 Jul-Jan	FY 2016 Jul-Jan	FY 2017 Jan 2017	FY 2016 Jan 2016
<b>Downtown-Waterfront Shuttle Revenue Hours (Total)</b>						
Line 30 - State Street	867	904	6,800	7,135	18.7	20.3
Line 31 - East Beach	170	169	1,558	1,546	11.1	13.9
Line 32 - West Beach	83	86	719	807	10.5	17.8
<i>Downtown-Waterfront Total</i>	<i>1,120</i>	<i>1,159</i>	<i>9,077</i>	<i>9,488</i>	<i>16.9</i>	<i>19.2</i>

Source: Santa Barbara Metropolitan Transit District.

It is likely that the multiple construction projects underway on lower State Street and Cabrillo Boulevard have depressed ridership on the Downtown-Waterfront Shuttle. MTD will continue to monitor ridership trends.

### Ten-Year Trend

Tables 3A, 3B, and 3C present ten-year Downtown-Waterfront Shuttle trends in ridership, revenue hours, and passengers per revenue hour, respectively. In the ten-year period prior to the fare increase of July 1, 2012 (i.e., FY 2013), annual ridership varied from approximately 525,000 to 544,000 passengers. Ridership following the fare increase has been substantially lower than this prior trend. Figure 1 is a chart showing total passengers, total revenue hours, and average passengers per revenue hour for each month of the previous fiscal year and the current fiscal year to date.

The primary market for the Downtown-Waterfront Shuttle differs from that for a typical public transportation service. In general terms, the primary market for this shuttle service is tourists and local residents who are shopping, dining, sightseeing, or enjoying other recreational activities downtown and on the waterfront. Thus, shuttle ridership is heavily dependent on the convenience of the service and on the number of persons spending leisure time in these areas.

The time required to complete a trip on the Downtown-Waterfront Shuttle has increased over time as traffic congestion has worsened. A round trip on the State Street portion of the service (i.e., from the Dolphin Fountain to Sola Street and back to the Dolphin Fountain), for example, formerly required from 30 to 35 minutes, depending on the season and the time of day. Now, a round trip requires up to 45 minutes at peak times. Because MTD operates the same number of vehicles and approximately the same number of revenue hours annually, the number of trips provided during a typical day has decreased due to the increase in congestion and in the time required for each trip. Thus, over the ten-year period, the travel time has increased and the frequency of service has decreased.

### Marketing & Public Information

- Passenger information cards are distributed at many locations along the route, including lodging establishments and the Visitors' Center. During the summer, Downtown Santa Barbara hands out the cards as part of their "Downtown Hosts" program.
- The shuttle route is featured in all Santa Barbara Car Free collateral. Flyers are available on Amtrak Pacific Surfliner trains.
- The Downtown-Waterfront Shuttle is featured on the map in the "Explore" section of Santa Barbara Seasons magazine.
- The City Waterfront Department's "Illustrated Map of the Santa Barbara Waterfront" features the Downtown-Waterfront Shuttle.
- MTD maintains active social media accounts on Facebook, Instagram, and Twitter, often featuring the Downtown-Waterfront Shuttle and the locations it serves.
- Partnership website links are provided by Visit Santa Barbara, Santa Barbara Car Free, and Downtown Santa Barbara.
- The Downtown-Waterfront Shuttle route is featured in the "Downtown Map & Guide" produced by Downtown Santa Barbara.
- MTD is an active member of Visit Santa Barbara, Downtown Santa Barbara, and the Santa Barbara Region Chamber of Commerce, and works with these organizations to publicize the shuttle.
- All Downtown-Waterfront Shuttle vehicles display City of Santa Barbara seals.



**TABLE 3A: Downtown-Waterfront Shuttle Ridership**

Month	Fiscal Year										
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Jul.	73,310	75,727	77,887	78,777	75,620	77,684	62,441	57,628	54,658	46,463	47,849
Aug.	66,978	70,257	82,138	71,549	72,370	68,232	55,143	53,889	51,828	44,916	43,125
Sep.	47,491	45,967	46,286	48,034	46,939	45,034	39,882	35,605	33,348	35,362	33,675
Oct.	36,864	39,422	41,480	37,068	37,584	40,471	33,699	32,628	32,026	30,956	32,684
Nov.	32,350	33,210	33,044	32,677	31,884	28,978	23,931	23,282	23,349	24,314	23,033
Dec.	30,473	30,298	28,375	28,586	27,415	31,745	21,863	24,204	20,141	19,878	18,022
Jan.	30,698	28,370	33,527	32,152	34,229	35,236	23,269	27,947	24,576	22,215	18,934
Feb.	30,898	30,575	27,233	31,372	28,823	34,481	23,595	23,527	21,101	25,264	
Mar.	35,999	41,274	34,380	39,381	32,626	36,286	27,764	30,739	25,645	27,752	
Apr.	37,436	38,653	40,821	39,387	41,618	41,360	30,484	36,492	28,970	31,156	
May	43,587	43,347	44,631	44,166	44,456	45,742	35,186	33,276	25,015	27,610	
Jun.	59,194	63,083	54,150	56,535	52,381	56,181	46,670	42,037	32,865	35,296	
Total	525,278	540,183	543,952	539,684	525,945	541,430	423,927	421,254	373,522	371,182	

**TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours**

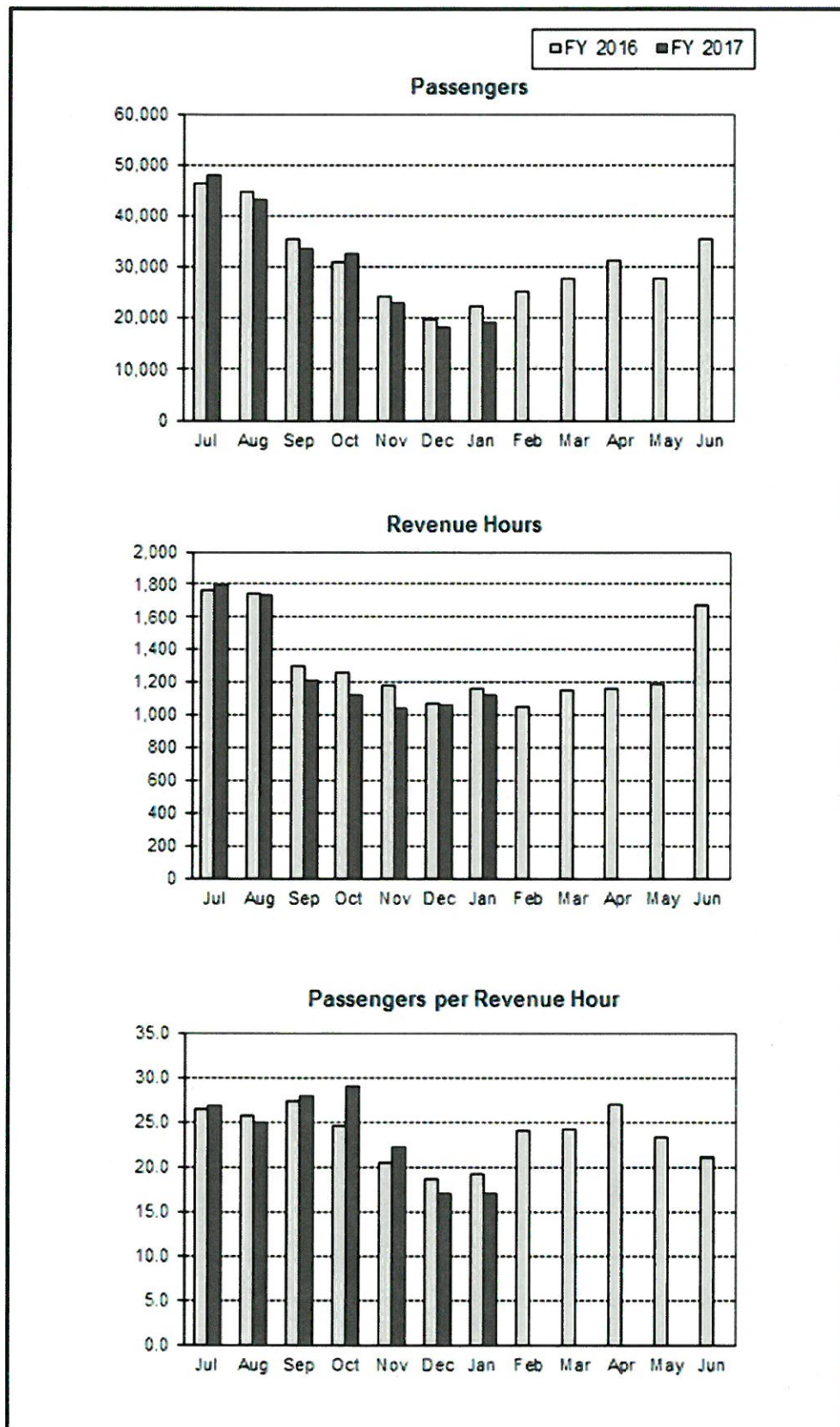
Month	Fiscal Year										
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Jul.	1,586	1,682	1,785	1,791	1,830	1,836	1,724	1,743	1,729	1,762	1,794
Aug.	1,615	1,673	1,806	1,765	1,773	1,766	1,717	1,743	1,759	1,747	1,729
Sep.	1,173	1,192	1,086	1,237	1,188	1,182	1,149	1,121	1,106	1,298	1,208
Oct.	1,114	1,122	1,093	1,114	1,100	1,116	1,087	1,133	1,131	1,266	1,125
Nov.	1,042	1,070	1,072	1,064	1,043	1,043	1,040	1,069	1,086	1,184	1,044
Dec.	1,067	1,105	1,076	1,081	1,088	1,046	1,100	1,086	1,072	1,073	1,059
Jan.	1,119	1,128	1,135	1,155	1,115	1,119	1,103	1,126	1,127	1,159	1,120
Feb.	1,011	1,043	1,013	1,013	993	1,029	996	1,000	1,010	1,050	
Mar.	1,113	1,121	1,109	1,101	1,074	1,089	1,103	1,173	1,111	1,151	
Apr.	1,079	1,062	1,065	1,063	1,058	1,047	1,129	1,214	1,132	1,158	
May	1,234	1,297	1,342	1,235	1,218	1,215	1,382	1,331	1,323	1,192	
Jun.	1,685	1,705	1,715	1,707	1,710	1,678	1,842	1,694	1,673	1,676	
Total	14,838	15,200	15,297	15,326	15,190	15,166	15,372	15,433	15,259	15,716	

**TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour**

Month	Fiscal Year										
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Jul.	46.2	45.0	43.6	44.0	41.3	42.3	36.2	33.1	31.6	26.4	26.7
Aug.	41.5	42.0	45.5	40.5	40.8	38.6	32.1	30.9	29.5	25.7	24.9
Sep.	40.5	38.6	42.6	38.8	39.5	38.1	34.7	31.8	30.2	27.2	27.9
Oct.	33.1	35.1	38.0	33.3	34.2	36.3	31.0	28.8	28.3	24.5	29.1
Nov.	31.0	31.0	30.8	30.7	30.6	27.8	23.0	21.8	21.5	20.5	22.1
Dec.	28.6	27.4	26.4	26.4	25.2	30.3	19.9	22.3	18.8	18.5	17.0
Jan.	27.4	25.2	29.5	27.8	30.7	31.5	21.1	24.8	21.8	19.2	16.9
Feb.	30.6	29.3	26.9	31.0	29.0	33.5	23.7	23.5	20.9	24.1	
Mar.	32.3	36.8	31.0	35.8	30.4	33.3	25.2	26.2	23.1	24.1	
Apr.	34.7	36.4	38.3	37.1	39.3	39.5	27.0	30.1	25.6	26.9	
May	35.3	33.4	33.3	35.8	36.5	37.6	25.5	25.0	18.9	23.2	
Jun.	35.1	37.0	31.6	33.1	30.6	33.5	25.3	24.8	19.6	21.1	
Avg.	35.4	35.5	35.6	35.2	34.6	35.7	27.6	27.3	24.5	23.6	

Source: Santa Barbara Metropolitan Transit District.

**FIGURE 1**  
**FY 2016 & FY 2017 Downtown-Waterfront Shuttle by Month**





# **MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle**

**Monthly Report  
February 2017**

*Prepared by the*

**Santa Barbara Metropolitan Transit District**



March 15, 2017

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## **MTD Report to Santa Barbara On the Downtown-Waterfront Shuttle February 2017 Monthly Report**

The City of Santa Barbara provides funding to the Santa Barbara Metropolitan Transit District (MTD) to assist in supporting MTD's Downtown-Waterfront Shuttle service. This report, prepared pursuant to Agreement No. 24,534, provides the City with data regarding this service.

### **DOWNTOWN-WATERFRONT SHUTTLE**

The City provides a fare-buydown subsidy to MTD for the Downtown-Waterfront Shuttle for clean and quiet 22-ft. electric shuttle service to meet downtown Santa Barbara traffic-reduction and economic development goals. The Downtown service operates along State Street between Sola Street and Cabrillo Boulevard, and the Waterfront service operates along Cabrillo Boulevard between the harbor (West Beach) and the zoo (East Beach). The one-way fare is \$0.50, with a \$0.25 fare for seniors, Medicare card holders, and persons with disabilities. Transfers between the State Street and Waterfront routes are free.

Table 1 presents the ridership of the Downtown-Waterfront Shuttle for February 2017, as well as fiscal year (FY) 2017 year-to-date ridership. (The MTD fiscal year runs from July 1 through June 30.) The table also presents ridership for the corresponding periods of the previous fiscal year, as well as the percent change in ridership over the previous year. February 2017 had 19 weekday service days and 9 weekend service days, and February 2016 (a leap year) had 20 weekday service days and 9 weekend service days.

Table 2 shows the number of revenue hours that MTD operated on the Downtown-Waterfront Shuttle in February 2017 and FY 2017 revenue hours year-to-date, along with corresponding data from the previous fiscal year for comparison. The table also presents ridership per revenue hour for each route for the current month and the corresponding month of the previous fiscal year.

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle decreased from 25,264 passengers in February 2016 to 16,870 in February 2017. Ridership decreased on State Street and on the Waterfront. The excessive rainfall in February 2017 undoubtedly contributed to the ridership decrease.

Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle also decreased, from 1,050 hours in February 2016 to 997 hours in February 2017. Average riders per revenue hour decreased from 24.1 in February 2016 to 16.9 in February 2017. Estimated fare revenue decreased from \$9,498.00 in February 2016 to \$6,350.00 in February 2017. The percentage of passengers who paid the

\$0.25 half-fare increased from 24.6 percent in February 2016 to 27.4 percent in February 2017.

**TABLE 1**  
**MTD Routes Assisted by Santa Barbara - Ridership**

Line	Current Month		Fiscal Year To Date		Percent Change	
	FY 2017 Feb 2017	FY 2016 Feb 2016	FY 2017 Jul-Feb	FY 2016 Jul-Feb	Current Month	FY Total
<b>Downtown-Waterfront Shuttle Ridership (Total)</b>						
Line 30 - State Street	14,655	20,827	194,576	201,689	-29.6%	-3.5%
Line 31 - East Beach	1,406	3,024	27,592	29,588	-53.5%	-6.7%
Line 32 - West Beach	809	1,413	12,024	18,091	-42.7%	-33.5%
<i>Downtown-Waterfront Total</i>	<i>16,870</i>	<i>25,264</i>	<i>234,192</i>	<i>249,368</i>	<i>-33.2%</i>	<i>-6.1%</i>

Source: Santa Barbara Metropolitan Transit District.

**TABLE 2**  
**MTD Routes Assisted by Santa Barbara - Revenue Hours**

Line	Current Month		Fiscal Year To Date		Riders per Hour	
	FY 2017 Feb 2017	FY 2016 Feb 2016	FY 2017 Jul-Feb	FY 2016 Jul-Feb	FY 2017 Feb 2017	FY 2016 Feb 2016
<b>Downtown-Waterfront Shuttle Revenue Hours (Total)</b>						
Line 30 - State Street	769	807	7,569	7,942	19.1	25.8
Line 31 - East Beach	153	166	1,711	1,712	9.2	18.2
Line 32 - West Beach	75	77	794	885	10.8	18.4
<i>Downtown-Waterfront Total</i>	<i>997</i>	<i>1,050</i>	<i>10,074</i>	<i>10,539</i>	<i>16.9</i>	<i>24.1</i>

Source: Santa Barbara Metropolitan Transit District.

It is likely that the multiple construction projects underway on lower State Street and Cabrillo Boulevard have depressed ridership on the Downtown-Waterfront Shuttle. MTD will continue to monitor ridership trends.

### Ten-Year Trend

Tables 3A, 3B, and 3C present ten-year Downtown-Waterfront Shuttle trends in ridership, revenue hours, and passengers per revenue hour, respectively. In the ten-year period prior to the fare increase of July 1, 2012 (i.e., FY 2013), annual ridership varied from approximately 525,000 to 544,000 passengers. Ridership following the fare increase has been substantially lower than this prior trend. Figure 1 is a chart showing total passengers, total revenue hours, and average passengers per revenue hour for each month of the previous fiscal year and the current fiscal year to date.

The primary market for the Downtown-Waterfront Shuttle differs from that for a typical public transportation service. In general terms, the primary market for this shuttle service is tourists and local residents who are shopping, dining, sightseeing, or enjoying other recreational activities downtown and on the waterfront. Thus, shuttle ridership is heavily dependent on the convenience of the service and on the number of persons spending leisure time in these areas.

The time required to complete a trip on the Downtown-Waterfront Shuttle has increased over time as traffic congestion has worsened. A round trip on the State Street portion of the service (i.e., from the Dolphin Fountain to Sola Street and back to the Dolphin Fountain), for example, formerly required from 30 to 35 minutes, depending on the season and the time of day. Now, a round trip requires up to 45 minutes at peak times. Because MTD operates the same number of vehicles and approximately the same number of revenue hours annually, the number of trips provided during a typical day has decreased due to the increase in congestion and in the time required for each trip. Thus, over the ten-year period, the travel time has increased and the frequency of service has decreased.

#### Marketing & Public Information

- Passenger information cards are distributed at many locations along the route, including lodging establishments and the Visitors' Center. During the summer, Downtown Santa Barbara hands out the cards as part of their "Downtown Hosts" program.
- The shuttle route is featured in all Santa Barbara Car Free collateral. Flyers are available on Amtrak Pacific Surfliner trains.
- The Downtown-Waterfront Shuttle is featured on the map in the "Explore" section of Santa Barbara Seasons magazine.
- The City Waterfront Department's "Illustrated Map of the Santa Barbara Waterfront" features the Downtown-Waterfront Shuttle.
- MTD maintains active social media accounts on Facebook, Instagram, and Twitter, often featuring the Downtown-Waterfront Shuttle and the locations it serves.
- Partnership website links are provided by Visit Santa Barbara, Santa Barbara Car Free, and Downtown Santa Barbara.
- The Downtown-Waterfront Shuttle route is featured in the "Downtown Map & Guide" produced by Downtown Santa Barbara.
- MTD is an active member of Visit Santa Barbara, Downtown Santa Barbara, and the Santa Barbara Region Chamber of Commerce, and works with these organizations to publicize the shuttle.
- All Downtown-Waterfront Shuttle vehicles display City of Santa Barbara seals.

**TABLE 3A: Downtown-Waterfront Shuttle Ridership**

Month	Fiscal Year										
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Jul.	73,310	75,727	77,887	78,777	75,620	77,684	62,441	57,628	54,658	46,463	47,849
Aug.	66,978	70,257	82,138	71,549	72,370	68,232	55,143	53,889	51,828	44,916	43,125
Sep.	47,491	45,967	46,286	48,034	46,939	45,034	39,882	35,605	33,348	35,362	33,675
Oct.	36,864	39,422	41,480	37,068	37,584	40,471	33,699	32,628	32,026	30,956	32,684
Nov.	32,350	33,210	33,044	32,677	31,884	28,978	23,931	23,282	23,349	24,314	23,033
Dec.	30,473	30,298	28,375	28,586	27,415	31,745	21,863	24,204	20,141	19,878	18,022
Jan.	30,698	28,370	33,527	32,152	34,229	35,236	23,269	27,947	24,576	22,215	18,934
Feb.	30,898	30,575	27,233	31,372	28,823	34,481	23,595	23,527	21,101	25,264	16,870
Mar.	35,999	41,274	34,380	39,381	32,626	36,286	27,764	30,739	25,645	27,752	
Apr.	37,436	38,653	40,821	39,387	41,618	41,360	30,484	36,492	28,970	31,156	
May	43,587	43,347	44,631	44,166	44,456	45,742	35,186	33,276	25,015	27,610	
Jun.	59,194	63,083	54,150	56,535	52,381	56,181	46,670	42,037	32,865	35,296	
Total	525,278	540,183	543,952	539,684	525,945	541,430	423,927	421,254	373,522	371,182	

**TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours**

Month	Fiscal Year										
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Jul.	1,586	1,682	1,785	1,791	1,830	1,836	1,724	1,743	1,729	1,762	1,794
Aug.	1,615	1,673	1,806	1,765	1,773	1,766	1,717	1,743	1,759	1,747	1,729
Sep.	1,173	1,192	1,086	1,237	1,188	1,182	1,149	1,121	1,106	1,298	1,208
Oct.	1,114	1,122	1,093	1,114	1,100	1,116	1,087	1,133	1,131	1,266	1,125
Nov.	1,042	1,070	1,072	1,064	1,043	1,043	1,040	1,069	1,086	1,184	1,044
Dec.	1,067	1,105	1,076	1,081	1,088	1,046	1,100	1,086	1,072	1,073	1,059
Jan.	1,119	1,128	1,135	1,155	1,115	1,119	1,103	1,126	1,127	1,159	1,120
Feb.	1,011	1,043	1,013	1,013	993	1,029	996	1,000	1,010	1,050	997
Mar.	1,113	1,121	1,109	1,101	1,074	1,089	1,103	1,173	1,111	1,151	
Apr.	1,079	1,062	1,065	1,063	1,058	1,047	1,129	1,214	1,132	1,158	
May	1,234	1,297	1,342	1,235	1,218	1,215	1,382	1,331	1,323	1,192	
Jun.	1,685	1,705	1,715	1,707	1,710	1,678	1,842	1,694	1,673	1,676	
Total	14,838	15,200	15,297	15,326	15,190	15,166	15,372	15,433	15,259	15,716	

**TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour**

Month	Fiscal Year										
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Jul.	46.2	45.0	43.6	44.0	41.3	42.3	36.2	33.1	31.6	26.4	26.7
Aug.	41.5	42.0	45.5	40.5	40.8	38.6	32.1	30.9	29.5	25.7	24.9
Sep.	40.5	38.6	42.6	38.8	39.5	38.1	34.7	31.8	30.2	27.2	27.9
Oct.	33.1	35.1	38.0	33.3	34.2	36.3	31.0	28.8	28.3	24.5	29.1
Nov.	31.0	31.0	30.8	30.7	30.6	27.8	23.0	21.8	21.5	20.5	22.1
Dec.	28.6	27.4	26.4	26.4	25.2	30.3	19.9	22.3	18.8	18.5	17.0
Jan.	27.4	25.2	29.5	27.8	30.7	31.5	21.1	24.8	21.8	19.2	16.9
Feb.	30.6	29.3	26.9	31.0	29.0	33.5	23.7	23.5	20.9	24.1	16.9
Mar.	32.3	36.8	31.0	35.8	30.4	33.3	25.2	26.2	23.1	24.1	
Apr.	34.7	36.4	38.3	37.1	39.3	39.5	27.0	30.1	25.6	26.9	
May	35.3	33.4	33.3	35.8	36.5	37.6	25.5	25.0	18.9	23.2	
Jun.	35.1	37.0	31.6	33.1	30.6	33.5	25.3	24.8	19.6	21.1	
Avg.	35.4	35.5	35.6	35.2	34.6	35.7	27.6	27.3	24.5	23.6	

Source: Santa Barbara Metropolitan Transit District.



**FIGURE 1**  
**FY 2016 & FY 2017 Downtown-Waterfront Shuttle by Month**

